

## DUPLICATE INVOICE



**WESH**  
**1021 N. Wymore Rd.**  
**Winter Park, FL 32789**  
**Main: (407)645-2222**  
**Billing: (407)389-7661**

www.wesh.com

Billing Address:

**GMMB**  
**Attention: Accounts Payable**  
**3050 K St, NW**  
**Washington, DC 20007**

Send Payment To:

**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
954882-1	09/30/12	September 2012	08/27/12 - 09/30/12
Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA/P/D	1844

Flight Dates	Order #	Alt Order #
09/25/12 - 10/01/12	954882	07906048

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/25/12	09/28/12	M-F Sunrise @6AM	6:00-7:00 AM	-TWTF--	:30	3	\$950.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	3	\$950.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	09/25/12	6:22 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12A113H	\$950.00 NM
1	WESH	W	09/26/12	6:12 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12A113H	\$950.00 NM
3	WESH	Th	09/27/12	6:28 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12Z128H	\$950.00 NM
2	09/25/12	09/28/12	*Early Sunrise @4:30AM	430a-5am	-TWTF--	:30	4	\$80.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	4	\$80.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	09/25/12	4:49 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12A113H	\$80.00 NM
1	WESH	W	09/26/12	4:58 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12A113H	\$80.00 NM
3	WESH	Th	09/27/12	4:41 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12P130H	\$80.00 NM
4	WESH	F	09/28/12	4:50 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12P130H	\$80.00 NM
3	09/30/12	09/30/12	Sun 5-6a	Sun 5-6a	-----S	:30	1	\$75.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----S	1	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/30/12	5:52 AM	Sun 5-6a	Sun 5-6a	:30	OFA12P130H	\$75.00 NM
4	09/29/12	09/29/12	Sat Sunrise 6-8 AM	6:00-8:00 AM	-----S-	:30	3	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----S-	3	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	09/29/12	6:11 AM	Sat Sunrise 6-8 AM	6:00-8:00 AM	:30	OFA12Z128H	\$300.00 NM
3	WESH	Sa	09/29/12	7:23 AM	Sat Sunrise 6-8 AM	6:00-8:00 AM	:30	OFA12P130H	\$300.00 NM
2	WESH	Sa	09/29/12	7:54 AM	Sat Sunrise 6-8 AM	6:00-8:00 AM	:30	OFA12Z128H	\$300.00 NM
5	09/25/12	09/28/12	Kelly and Michael 9-10 AM	9:00-10:00 AM	-TWTF--	:30	4	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	4	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
954882-1	09/30/12	September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA/P/D	1844

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	09/25/12	09/28/12	Kelly and Michael 9-10 AM	9:00-10:00 AM	-TWTF--	:30	4	\$650.00	NM
Class of Time - Pre-emptible with notice									
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
1	WESH	Tu	09/25/12	9:36 AM	Kelly and Michael 9-10 AM	9:00-10:00 AM	:30	OFA12A113H	\$650.00 NM
2	WESH	W	09/26/12	9:36 AM	Kelly and Michael 9-10 AM	9:00-10:00 AM	:30	OFA12A113H	\$650.00 NM
4	WESH	Th	09/27/12	9:54 AM	Kelly and Michael 9-10 AM	9:00-10:00 AM	:30	OFA12P130H	\$650.00 NM
3	WESH	F	09/28/12	9:39 AM	Kelly and Michael 9-10 AM	9:00-10:00 AM	:30	OFA12Z128H	\$650.00 NM
6	09/25/12	09/28/12	NBC Today Show II	10AM-11AM	-TWTF--	:30	4	\$625.00	NM
Class of Time - Pre-emptible with notice									
<b>Weeks:</b>	<b>Start Date</b>	<b>End Date</b>	<b>MTWTFSS</b>	<b>Spots/Week</b>	<b>Rate</b>				
	09/24/12	09/30/12	-TWTF--	4	\$625.00				
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
2	WESH	Tu	09/25/12	10:57 AM	NBC Today Show II	10AM-11AM	:30	OFA12A113H	\$625.00 NM
3	WESH	W	09/26/12	10:52 AM	NBC Today Show II	10AM-11AM	:30	OFA12A113H	\$625.00 NM
1	WESH	Th	09/27/12	10:51 AM	NBC Today Show II	10AM-11AM	:30	OFA12Z128H	\$625.00 NM
4	WESH	F	09/28/12	10:50 AM	NBC Today Show II	10AM-11AM	:30	OFA12P130H	\$625.00 NM
7	09/25/12	09/28/12	M-F NOON NEWS 12-12:30 PM	12:00-12:30 PM	-TWTF--	:30	3	\$350.00	NM
Class of Time - Pre-emptible with notice									
<b>Weeks:</b>	<b>Start Date</b>	<b>End Date</b>	<b>MTWTFSS</b>	<b>Spots/Week</b>	<b>Rate</b>				
	09/24/12	09/30/12	-TWTF--	3	\$350.00				
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
1	WESH	Tu	09/25/12	12:27 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12A113H	\$350.00 NM
3	WESH	W	09/26/12	12:29 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12A113H	\$350.00 NM
2	WESH	Th	09/27/12	12:00 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12P130H	\$350.00 NM
8	09/25/12	09/28/12	KATIE COURIC DAY	2-3PM	-TWTF--	:30	4	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
<b>Weeks:</b>	<b>Start Date</b>	<b>End Date</b>	<b>MTWTFSS</b>	<b>Spots/Week</b>	<b>Rate</b>				
	09/24/12	09/30/12	-TWTF--	4	\$175.00				
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
2	WESH	Tu	09/25/12	2:55 PM	KATIE COURIC DAY	2-3PM	:30	OFA12A113H	\$175.00 NM
3	WESH	W	09/26/12	2:14 PM	KATIE COURIC DAY	2-3PM	:30	OFA12A113H	\$175.00 NM
1	WESH	Th	09/27/12	2:29 PM	KATIE COURIC DAY	2-3PM	:30	OFA12Z128H	\$175.00 NM
4	WESH	F	09/28/12	2:46 PM	KATIE COURIC DAY	2-3PM	:30	OFA12Z128H	\$175.00 NM
9	09/25/12	09/28/12	M-F 3-4 PM	3:00-4:00 PM	-TWTF--	:30	4	\$450.00	NM
Class of Time - Pre-emptible with notice									
<b>Weeks:</b>	<b>Start Date</b>	<b>End Date</b>	<b>MTWTFSS</b>	<b>Spots/Week</b>	<b>Rate</b>				
	09/24/12	09/30/12	-TWTF--	4	\$450.00				
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
3	WESH	Tu	09/25/12	3:43 PM	M-F 3-4 PM	3:00-4:00 PM	:30	OFA12A113H	\$450.00 NM
1	WESH	W	09/26/12	3:57 PM	M-F 3-4 PM	3:00-4:00 PM	:30	OFA12A113H	\$450.00 NM
4	WESH	Th	09/27/12	3:21 PM	M-F 3-4 PM	3:00-4:00 PM	:30	OFA12P130H	\$450.00 NM
2	WESH	F	09/28/12	3:55 PM	M-F 3-4 PM	3:00-4:00 PM	:30	OFA12P130H	\$450.00 NM
10	09/25/12	09/28/12	M-F 4-5 PM NEWS	M-F 4-5 PM	-TWTF--	:30	4	\$650.00	NM
Class of Time - Pre-emptible with notice									
<b>Weeks:</b>	<b>Start Date</b>	<b>End Date</b>	<b>MTWTFSS</b>	<b>Spots/Week</b>	<b>Rate</b>				
	09/24/12	09/30/12	-TWTF--	4	\$650.00				
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
2	WESH	Tu	09/25/12	4:58 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12A113H	\$650.00 NM
3	WESH	W	09/26/12	4:28 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12A113H	\$650.00 NM
1	WESH	Th	09/27/12	4:44 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12Z128H	\$650.00 NM
4	WESH	F	09/28/12	4:24 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12Z128H	\$650.00 NM
12	09/25/12	09/28/12	M-F 6-6:30 PM	M-F 6-6:30 PM	-TWTF--	:30	4	\$1,200.00	NM

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954882-1	09/30/12	September 2012	08/27/12 - 09/30/12
Advertiser	Product	Estimate Number	
Obama/D/President	OBAMA/P/D	1844	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	4	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	09/25/12	6:22 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12A113H	\$1,200.00 NM
2	WESH	W	09/26/12	6:24 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12A113H	\$1,200.00 NM
4	WESH	Th	09/27/12	6:23 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12P130H	\$1,200.00 NM
3	WESH	F	09/28/12	6:24 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12P130H	\$1,200.00 NM
13	09/30/12	09/30/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	-----S	:30	1	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----S	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/30/12	6:57 PM	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	:30	OFA12Z128H	\$700.00 NM
LR- Golf									
14	09/25/12	09/28/12	M-F Entertainment Tonight	7:00-7:30 PM	-TWTF--	:30	4	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	4	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	09/25/12	7:28 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12A113H	\$1,500.00 NM
4	WESH	W	09/26/12	7:18 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12A113H	\$1,500.00 NM
3	WESH	Th	09/27/12	7:26 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12Z128H	\$1,500.00 NM
1	WESH	F	09/28/12	7:16 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12Z128H	\$1,500.00 NM
15	09/25/12	09/28/12	M-F Access Hollywood	Access Hollywood /	-TWTF--	:30	4	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-TWTF--	4	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	09/25/12	7:55 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12A113H	\$1,500.00 NM
2	WESH	W	09/26/12	7:47 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12A113H	\$1,500.00 NM
3	WESH	Th	09/27/12	7:54 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12P130H	\$1,500.00 NM
4	WESH	F	09/28/12	7:41 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12P130H	\$1,500.00 NM
17	09/26/12	09/26/12	Wed NBC Prime L&O SV/Prime Other		--W----	:30	1	\$4,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	--W----	1	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	W	09/26/12	10:32 PM	Wed NBC Prime L&O SVU	Prime Other	:30	OFA12A113H	\$4,000.00 NM
18	09/27/12	09/27/12	NBC Prime OFFICE/PAR	9:00-10:00 PM	---T---	:30	1	\$2,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	---T---	1	\$2,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Th	09/27/12	9:20 PM	NBC Prime OFFICE/PARKS	9:00-10:00 PM	:30	OFA12Z128H	\$2,800.00 NM
19	09/30/12	09/30/12	NFL PRE-GAME	7:00P-8:00PM	-----S	:30	1	\$4,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----S	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/30/12	7:18 PM	NFL PRE-GAME	7:00P-8:00PM	:30	OFA12P130H	\$4,500.00 NM
20	09/30/12	09/30/12	NFL	8:00PM-conclusion	-----S	:30	1	\$10,000.00	NM
Class of Time - Pre-emptible with notice									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
20	09/30/12	09/30/12	NFL	8:00PM-conclusion	-----S	:30	1	\$10,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----S	1	\$10,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/30/12	11:54 PM	NFL	8:00PM-conclusion	:30	OFA12Z128H	\$10,000.00 NM
LR - Football									
31	09/30/12	09/30/12	Sun Sunrise@6-8 AM	6:00-8:00 AM	-----S	:30	2	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-----S	2	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/30/12	6:43 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	OFA12Z128H	\$300.00 NM
2	WESH	Su	09/30/12	7:42 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	OFA12P130H	\$300.00 NM
<u>Total Spots</u>							<b>53</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$54,795.00</b>
<u>Agency Commission</u>	<b>\$8,219.25</b>
<u>Net Amount Due</u>	<b>\$46,575.75</b>



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Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA/P/D	1844

Flight Dates	Order #	Alt Order #
09/25/12 - 10/01/12	954882	07906048

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	10/01/12	10/01/12	M-F 5-6 PM ROT	5:00-6:00 PM	M-----	:30	1	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/01/12	5:57 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	OFA12Z128H	\$900.00 NM
16	10/01/12	10/01/12	NBC Prime REVOLUTION	10:00-11:00 PM	M-----	:30	1	\$6,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$6,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/01/12	10:12 PM	NBC Prime REVOLUTION	10:00-11:00 PM	:30	OFA12Z128H	\$6,000.00 NM
21	10/01/12	10/01/12	*Early Sunrise @4:30AM	430a-5am	M-----	:30	1	\$40.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$40.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/01/12	4:56 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12P130H	\$40.00 NM
22	10/01/12	10/01/12	Kelly and Michael 9-10 AM	9:00-10:00 AM	M-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/01/12	9:37 AM	Kelly and Michael 9-10 AM	9:00-10:00 AM	:30	OFA12Z128H	\$600.00 NM
23	10/01/12	10/01/12	NBC Today Show II	10AM-11AM	M-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/01/12	10:52 AM	NBC Today Show II	10AM-11AM	:30	OFA12P130H	\$600.00 NM
24	10/01/12	10/01/12	M-F NOON NEWS 12-12:12:00-12:30 PM	12:00-12:30 PM	M-----	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/01/12	12:13 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12Z128H	\$400.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser):  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

## DUPLICATE INVOICE

Send Payment To:



**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
954882-2	10/07/12	October 2012	10/01/12 - 10/01/12
Advertiser	Product	Estimate Number	
Obama/D/President	OBAMA/P/D	1844	

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
24	10/01/12	10/01/12	M-F NOON NEWS 12-12:12:00-12:30 PM		M-----	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
25	10/01/12	10/01/12	KATIE COURIC DAY 2-3PM		M-----	:30	1	\$200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHM 10/01/12 2:31 PM KATIE COURIC DAY 2-3PM :30 OFA12P130H \$200.00 NM									
26	10/01/12	10/01/12	M-F 3-4 PM	3:00-4:00 PM	M-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHM 10/01/12 3:54 PM M-F 3-4 PM 3:00-4:00 PM :30 OFA12Z128H \$600.00 NM									
27	10/01/12	10/01/12	M-F 4-5 PM NEWS	M-F 4-5 PM	M-----	:30	1	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHM 10/01/12 4:28 PM M-F 4-5 PM NEWS M-F 4-5 PM :30 OFA12P130H \$750.00 NM									
28	10/01/12	10/01/12	M-F 6-6:30 PM	M-F 6-6:30 PM	M-----	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHM 10/01/12 6:29 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 OFA12P130H \$1,200.00 NM									
29	10/01/12	10/01/12	M-F Entertainment Tonight	7:00-7:30 PM	M-----	:30	1	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHM 10/01/12 7:25 PM M-F Entertainment Tonight 7:00-7:30 PM :30 OFA12Z128H \$1,600.00 NM									
30	10/01/12	10/01/12	M-F Access Hollywood	Access Hollywood /	M-----	:30	1	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 M----- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHM 10/01/12 7:46 PM M-F Access Hollywood Access Hollywood / :30 OFA12P130H \$1,600.00 NM									
Total Spots							12		

## Payment Terms 30 Days

Gross Total	\$14,490.00
Agency Commission	\$2,173.50
Net Amount Due	\$12,316.50